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CANADA'S FUTURE SPECTRUM REQUIREMENTS FOR TELEVISION IN THE UHF BAND

A
SUBMISSION
TO THE
CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION

BY
MULTILINGUAL TELEVISION (TORONTO) LIMITED

JANUARY 12, 1977

MULTI-MEDIA TELEVISION (CANADA) LIMITED
is a Canadian company which:

has been producing and distributing a variety of third
language television programming for 10 years.

currently produces 20 hours per week of third language
television programming over 25% of Canada's third language TV.

currently distributing its programming in 100% third
language over 25 channels in Toronto and Ottawa, as well
as 100% coverage in Toronto, in most other cities.

has filed an application
with the CRTC for
third language

We believe it is vital that Canada retain ample
UHF frequencies in order that it can meet the
special needs of an ever increasing number of
Canadians who require broadcast communication
in a third language.

The opinions and projections expressed herein
are based on a long established and current
involvement in this specialized broadcast service.

MULTILINGUAL TELEVISION (TORONTO) LIMITED
is a Canadian company which:

1. has been producing and distributing a volume of Third-Language Television programming for 10 years,
2. currently produces 30 hours per week in 10 languages constituting over 80% of Canada's Third-Language TV,
3. currently distributes its programming in off-air fringe time over UHF Channel 79, in Toronto, and repeats it on 4 CATV companies in Toronto, in near and prime time,
4. has filed an application for UHF Channel 45 in Toronto, in order to properly meet the needs of over 1,000,000 "third language" Canadians within the Greater Toronto region.

THE PROGRAM SERVICE OF Multilingual Television (Toronto) Limited

- a) is rooted in the Royal Commission on Bilingualism and Biculturalism and the resultant Federal Government policy on multiculturalism as formalized in 1972 -a policy which recognizes Canada's need to:
 - 1. promote better understanding of and within Canada's ethno-cultural groups
 - 2. provide these groups with specialized services.
- b) is rooted in the Canadian Broadcasting Act, the CRTC and the various instruments of Government which have over many years consistently pursued policies which would ultimately provide Canadians with utmost diversity and balance in electronic communications - communications which, according to Canada 1976 Yearbook published by Statistics Canada, was designed to "counterbalance the strong north-south pull of continentalism by transmitting and disseminating information, expression and sharing of social and cultural values".

For full appreciation of Third-Language Service, we commend perusal of the attached Schedule 23 from the Multilingual Television currently before the CRTC.

BECAUSE OF ITS LONG AND UNIQUE EXPERIENCE IN PROVIDING THIRD LANGUAGE BROADCAST SERVICE, Multilingual Television has a special appreciation of Canada's diversity in peoples and cultures and the degree to which Canada is becoming a truly international community.

People have come to Canada from all over the world.

POPULATION BY ETHNIC GROUP, CANADA AND PROVINCES, 1971

Ethnic Group	Canada	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
Population	21,568,310	522,100	111,640	788,960	634,555	6,027,765	7,703,105	988,250	926,245	1,627,875	2,184,620
British Isles*	9,624,115	489,565	92,285	611,310	365,735	640,045	4,576,010	414,125	390,190	761,665	1,265,455
French	6,180,120	15,410	15,325	80,215	235,025	4,759,360	737,360	86,510	56,200	94,665	96,550
Austrian, n.o.s.**	42,120	80	5	250	150	2,500	15,765	3,200	3,845	6,310	9,845
Belgian	51,135	50	75	665	335	8,220	19,955	9,055	3,555	4,265	4,840
Byelorussian	2,280	5	—	20	45	195	1,135	175	50	255	400
Chinese	118,815	610	25	915	575	11,905	39,325	3,430	4,605	12,905	44,315
Czech	57,840	35	20	540	110	4,420	25,765	3,715	4,200	10,320	8,560
Danish	75,725	170	135	1,055	1,675	2,630	19,075	4,120	5,220	20,120	21,205
East Indian	67,925	460	135	1,345	465	6,510	30,920	3,205	1,625	4,400	18,795
Indo Pakistani	52,100	310	130	1,165	340	5,000	22,445	1,855	1,250	3,215	16,355
Other	15,830	145	5	185	125	1,510	8,475	1,350	380	1,185	2,440
Eskimo	17,550	1,055	—	20	5	3,755	760	130	75	135	210
Estonian	18,810	15	10	140	50	1,440	13,730	185	100	845	2,265
Finnish	59,215	45	—	235	145	1,865	38,515	1,450	1,725	3,590	11,510
German	1,317,200	2,375	955	40,910	8,410	53,870	475,320	123,065	180,095	231,005	198,315
Greek	124,475	100	—	1,220	335	42,870	67,025	2,095	900	3,250	6,615
Hungarian	131,890	105	20	755	365	12,570	65,695	5,405	13,825	16,240	16,600
Icelandic	27,905	5	10	160	55	365	2,680	13,070	3,095	2,620	5,745
Italian	730,820	495	105	3,770	1,380	169,655	463,095	10,445	2,865	24,805	53,795
Japanese	37,260	20	15	85	40	1,745	15,600	1,335	315	4,460	13,585
Jewish	296,945	360	60	2,535	1,030	115,990	135,195	20,010	2,195	7,320	12,175
Latvian	18,180	60	10	105	95	1,415	13,045	840	235	1,010	1,345
Lithuanian	24,535	25	10	290	65	3,990	15,365	820	475	1,845	1,630
Native Indian	295,215	1,225	315	4,475	3,915	32,835	62,415	43,035	40,475	44,545	52,220
Negro	34,445	70	—	5,850	550	5,225	18,200	1,070	360	1,400	1,660
Netherlander	425,945	665	1,245	14,845	5,365	12,590	206,940	35,300	19,040	58,565	70,535
Norwegian	179,290	745	90	1,980	1,410	2,820	20,590	8,960	36,160	51,305	53,245
Polish	316,425	280	110	3,260	690	23,970	144,115	42,705	26,910	44,325	29,545
Portuguese	96,875	340	15	475	195	16,555	63,145	3,815	275	2,385	9,635
Romanian	27,375	10	5	240	90	2,320	9,255	1,375	5,550	4,670	3,765
Russian	64,475	40	10	245	105	4,060	12,580	4,040	10,030	10,235	22,995
Slovak	24,030	15	5	130	55	2,305	15,005	1,045	740	2,650	2,070
Spanish	27,515	110	25	640	310	10,825	10,330	640	210	1,305	3,070
Swedish	101,870	260	35	835	465	2,005	17,880	8,955	14,635	24,380	31,930
Syrian											
Lebanese	26,665	405	205	2,005	1,135	8,235	10,540	945	595	1,805	785
Ukrainian	580,660	175	125	2,315	600	20,325	159,880	114,410	85,920	135,510	60,145
West Indian	25,025	60	—	400	70	5,050	19,560	1,055	180	855	775
Yugoslav	104,950	10	30	355	95	6,810	70,060	3,110	2,090	7,410	14,730
Croatian	23,380	—	—	70	20	1,100	16,860	610	455	1,130	3,120
Serbian	6,975	—	—	—	10	335	5,475	155	255	275	470
Slovenian	7,305	—	5	15	—	425	5,635	360	95	290	470
Yugoslav	67,295	10	25	275	60	4,950	42,085	1,990	1,280	5,720	10,680
Other and Unknown	209,690	6,655	245	4,345	3,430	25,510	91,285	11,395	7,695	24,495	33,745

* British Isles includes English, Irish, Scottish and Welsh.

** Not otherwise specified.

Source: Census of Canada, 1971, Vol. 1 — Part 3.

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THE FOLLOWING POPULATION PROJECTIONS were compiled by Statistics Canada on the basis of past trends and a range of likely future movement of people to Canada.

POPULATION PROJECTION

	Population in Thousands					Per Cent of Total Population				
	1971 Census	1976	1981	1986	2001	1971 Census	1976	1981	1986	2001
Canada	21,568.3	23,086	25,312	27,811	34,611	100.00	100.00	100.00	100.00	100.00
Newfoundland	522.1	556	603	661	819	2.42	2.40	2.38	2.38	2.37
Prince Edward Island	111.6	115	120	128	144	0.52	0.50	0.47	0.46	0.42
Nova Scotia	789.0	808	845	890	987	3.66	3.50	3.34	3.20	2.85
New Brunswick	634.6	655	685	720	795	2.94	2.84	2.71	2.59	2.30
Quebec	6,027.8	6,175	6,484	6,839	7,471	27.95	26.75	25.61	24.59	21.59
Ontario	7,703.1	8,531	9,672	10,936	14,698	35.71	36.95	38.21	39.33	42.44
Manitoba	988.2	1,012	1,062	1,119	1,249	4.58	4.38	4.19	4.02	3.61
Saskatchewan	926.2	863	810	758	492	4.29	3.74	3.20	2.72	1.42
Alberta	1,627.9	1,795	2,026	2,284	3,034	7.55	7.78	8.00	8.21	8.77
British Columbia	2,184.6	2,513	2,926	3,379	4,758	10.13	10.88	11.56	12.15	13.75
Yukon	18.4	22	26	31	49	0.09	0.09	0.10	0.11	0.14
Northwest Territories	34.8	43	54	67	116	0.16	0.19	0.21	0.24	0.34

Source: *Population Projections for Canada and the Provinces, 1972-2001*, Statistics Canada, Catalogue No. 91-514.

IT MUST BE NOTED that according to Statistics Canada and the Canadian Immigration Department, no Ethno-Cultural breakdowns of their population projections made through the year 2001 are made public because:

1. there must be no disruption of present immigration policy, legislation and administration ,
2. such projections could prejudice future immigration policy,
3. such projections could contravene Canada's Bill of Rights.

WITHIN THE FORESEEABLE YEARS TO 2001, the dynamics of world economics, population densities and available space, coupled with the proven attractiveness of our Canadian society, will in spite of any domestic insular policies, force a massive shift of people to Canada from all over the world.

Today's atomic society cannot contemplate a war oriented solution.

Canada will have to recognize and accomodate world need.

THEREFORE, we submit that a hypothesis on escalated movement to Canada must be considered.

LET US LOOK first at Statistics Canada's projected increase based only on a historical experience.

POPULATION PROJECTION

	<u>1976</u>	<u>2001</u>	<u>TOTAL INCREASE</u>
CANADA	23,086,000	34,611,000	11,525,000
BRITISH COLUMBIA	2,513,000	4,758,000	2,245,000
PRAIRIE REGION	3,660,000	4,775,000	1,115,000
ONTARIO	8,531,000	14,698,000	6,167,000
QUEBEC	6,175,000	7,471,000	1,296,000
ATLANTIC REGION	2,134,000	2,745,000	591,000

LET US CONSIDER THE RANGE OF INCREASE if Immigration to Canada is accelerated as follows:

	10%	20%	30%
CANADA	1,152,500	2,205,000	3,357,500
BRITISH COLUMBIA	224,500	449,000	673,500
PRAIRIE REGION	111,500	223,000	334,500
ONTARIO	616,700	1,233,400	1,850,000
ATLANTIC REGION	59,100	118,200	177,300

THE RESULTANT POPULATION INCREASE CAN BE SUBSTANTIAL

	1976 Current Estimates	2001 Potential Range of Population Size	
CANADA	23,086,000	35,763,500	- 36,816,000 - 37,968,500
BRITISH COLUMBIA	2,513,000	4,982,500	- 5,207,000 - 5,431,500
PRAIRIE REGION	3,660,000	4,886,500	- 4,998,000 - 5,109,500
ONTARIO	8,531,000	15,314,700	- 16,031,400 - 16,548,000
QUEBEC	6,175,000	7,600,600	- 7,730,200 - 7,859,800
ATLANTIC REGION	2,134,000	2,804,100	- 2,863,200 - 2,922,300

THE FOLLOWING CHART graphically illustrates that even to-day 47% of all Canadians retain a third language as their "language of greatest comprehension".

POPULATION, BY ETHNIC GROUP AND
MOTHER TONGUE, CANADA 1971
(PERCENTAGES IN ITALICS)

Ethnic Groups	All Languages	Mother Tongue		
		English	French	Other
Total population	21,568,310 <i>100.0</i>	12,967,440 <i>60.1</i>	5,792,710 <i>26.9</i>	2,808,160 <i>13.0</i>
British	9,624,115 <i>100.0</i>	9,402,135 <i>97.7</i>	148,630 <i>1.5</i>	73,350 <i>0.8</i>
French	6,180,120 <i>100.0</i>	644,715 <i>10.4</i>	5,516,915 <i>89.3</i>	18,490 <i>0.3</i>
Other	5,764,075 <i>100.0</i>	2,920,590 <i>50.7</i>	127,165 <i>2.2</i>	2,716,320 <i>47.1</i>

Source: Census of 1971, Cat. 92-736, Table 21.

THEREFORE, THE NUMBER OF CITIZENS REQUIRING THIRD LANGUAGE COMMUNICATION BY THE YEAR 2001 COULD BE IN THE FOLLOWING RANGE:

	STATISTICS CANADA ESTIMATES	POTENTIAL RANGE OF INCREASE		
		(10%)	(20%)	(30%)
CANADA	16,267,170	16,808,845	17,303,520	17,845,195
BRITISH COLUMBIA	2,236,260	2,341,775	2,447,290	2,552,805
PRAIRIE REGION	2,244,250	2,296,655	2,349,060	2,401,465
ONTARIO	6,908,060	7,197,909	7,489,758	7,777,607
QUEBEC	3,511,370	3,572,282	3,633,195	3,694,106
ATLANTIC REGION	1,290,150	1,317,927	1,345,704	1,373,481

AND IT MUST BE EXPECTED THAT Immigration will be concentrated near the U.S. border - in the East in Nova Scotia and New Brunswick; in central Canada from Montreal to Windsor; in Western Canada, in lower British Columbia.

These are the areas where Canada must have a facility, by which to bring these new citizens into the mainstream of information and thus focus a collective wisdom on Canadian social and political structures.

These areas are of course, the very same areas where Broadcast frequencies for Canadian use are already a scarce resource.

AND NON-BROADCAST DISTRIBUTION ALTERNATIVES ARE NOT THE ANSWER.

CATV, as we know it, will never physically service the rural areas even in the three designated border areas already heavily cabled. And new technology such as Laser, which may facilitate "connection" in non-urban areas, will still not serve those whose economic and/or cultural circumstances leave them outside the mainstream. New Canadians, landed immigrants, if you will, do not connect to CATV; do not pay for telephone service and generally avoid the unfamiliar and extra cost items.

The new citizens who need the most help, generally only use a familiar and economical service, in the crucial initial settlement years. Conventional, multi-purpose TV sets are and will continue to be the basic visual and aural link between Canada and its new citizens.

Further, programming must be available to these new citizens in the conventional late afternoon, evening and weekend time periods when they, like everyone else, are available to watch.

ONLY UHF BROADCAST DISTRIBUTION CAN MEET THE NEED since VHF frequencies are non-existent in the designated border areas.

AND UHF IS A VIABLE MEDIUM OF DISTRIBUTION.

Since 1968, in an attempt to ascertain the best overall use of the UHF frequencies in these border areas, multiple studies have been conducted by interested private parties and provincial government bodies, in collaboration with the DOC.

Based on these endeavours, applications were made, licensing occurred and operation and development of UHF services proceeded initially in Ontario.

The pioneering programming efforts of CITY-TV, GLOBAL TV and TV ONTARIO coupled with universal UHF capacity on TV sets, and TV listings parity, has finally caused the public to become familiar with and integrate UHF channels into their TV viewing spectrum.

The combined technical, capital and creative investments in UHF are even now paying social dividends.

The remaining portion of the UHF spectrum can serve Canada's needs for expanded diversity and specialization in TV Program service.

AND CONCERNED INDIVIDUALS MUST NOT MISREAD THE NEED because of the relatively low general interest in preservation of our UHF resources.

The conventional industry wisdom suggests that any and all additional services fragment the marketplace. It is understandable that existing Broadcast and CATV operators will remain silent or express only passing interest in retention of UHF frequencies for additional Canadian Broadcast services.

Non-Canadians services have inflicted damage on the Canadian industry.

But conversely UHF based Canadian programming services have not economically affected the existing system but they have released new creative energies, added diversity and strengthened the very fabric of Canada's Broadcast and CATV systems.

As the Chairman of the CRTC stated at the December Hearing in Toronto "Canadians have more TV diversity, choice, and service than anyone else in the world, including the U.S."

It must continue to be the case !

IN SUMMARY

The Canadian Broadcasting system has been uniquely successful and contributory, because it maintained an inherent concern for breadth and diversity in programming as well as technological leadership.

We submit that these basic tenets of development must not be abandoned.

Canada is a young society facing a disproportionate population influx in succeeding decades.

New voices will need to be heard and new images must be transmitted.

Canadians do have more to say to one another creatively; we are just beginning to learn to use the medium.

In high density areas, at least one UHF channel will be required to meet the specialized needs of new Canadians in ensuing years.

Multilingual Television (Toronto) Limited even now proposes to start producing over 70 hours a week and distribute it on Channel 45 in Toronto.

This specialized service, when coupled with individual local endeavours can form the basis for similar services, where and when required across Canada.

WE THEREFORE, ASK:

1. THAT UHF TRANSMISSION CAPACITY BE RESERVED TO MEET THIS PRIMARY SERVICE NEED,
2. THAT ALL EXISTING CANADIAN UHF FREQUENCY ALLOCATIONS 20 THROUGH 70, BE MAINTAINED FOR USE BY CANADIAN BROADCAST SERVICES.

A T T A C H M E N T

THE FOLLOWING IS A TRUE COPY
OF SCHEDULE 23 OF THE
APPLICATION OF
MULTILINGUAL TELEVISION (TORONTO) LIMITED
CURRENTLY FILED WITH
CANADIAN RADIO-TELEVISION TELECOMMUNICATIONS COMMISSION

CONCEPT OF PUBLIC SERVICE

The Special Joint Committee on Immigration Policy reported to Parliament in Ottawa in 1975,

"that if Canada's record of successful multi-cultural adaption is to be maintained, more attention must be given to the development of programs related to cross-cultural and interracial understanding."

"that the Committee believes the federal government should explore with the provinces ways of encouraging and implementing such programs."

The Committee was responding to undercurrents of misunderstanding that abound in our society - misunderstandings which go as far as to suggest that Canadians with ethno-cultural backgrounds long for continuity of a non-Canadian life style, even harbor age old animosities.

In five years of serving Toronto's third language communities through television, the applicant has proven,

- that because those from different ethno-cultural communities can be caught up in the exacting process of television production, third language television can foster greater understanding among citizens,
- that diverse people and groups can actively co-operate in communicating their different cultures,
- that in being so involved, they can be supported in their search for freedom of personal expression and true Canadian citizenship,
- that ethno-cultural groups are more culturally aware, as individuals and groups and thus are more conscious of their Canadianism.

In this regard, the former Minister of State has stated, "Immigrants realize that one's own culture is not a mere nicety, a luxury, nor an incidental activity. It is a pillar to a rich and fulfilling social life within a dynamic and growing community."

The applicant's continuing experience indicates,

- that involvement and interaction through television does replace suspicion with brotherhood and divisiveness with co-operation,
- that through music, song, humor and dance you can get to the soul and idiom of culture - of every culture and man,
- that third language television programming is indeed an instrument for the preservation of cultures and the culture of Canada,
- that third language programming is bridging the distance between men, by illustrating how similar we are and how much we have in common, both as Canadians and as human beings.

Based on the foregoing the applicant is proposing a myriad of third language programming designed:

1. to preserve and cherish for second generation and future Canadians, the many and varied cultures which make up the multicultural structures of Canada,
2. to alleviate the "cultural shock" suffered by immigrants;
 - a) by satisfying their longing for familiar ways,
 - b) by giving them a sustaining pride in their origin,
 - c) by providing them with the common bonds through which to integrate into the rich fabric of Canadian life.

The applicant believes that third language television service can best fulfill its Canadian content commitments:

1. by developing and exposing an entirely new sector of performing talent.
2. by training and employing support production talent from the many ethno-cultural communities.
3. by challenging all parties to perform to the standard of the best and most competitive TV in the world.

To effectively meet these objectives, the applicant believes it vital

- that a full schedule of multicultural programming be aired at times when the maximum number of interested people are available to view,
- that the Canadian Broadcast system must facilitate third language service in other than "fringe time".

Despite legislation to pressure such national entities as CBC, CTV and NFB to provide multicultural programming, at best they can only provide a "token" service both because of lack of time and conviction.

The foregoing suggests

- a) that the "dedicated" and fulltime facility proposed is an essential extension of the total system,
- b) that specialized use of TV channels is increasingly a factor in our media world,
- c) that the environment has now caught up with the third language service potential as perceived by the CRTC in its 1974 publication on MULTILINGUAL BROADCASTING in the 1970's - Conclusion p.31.

"In many respects, it may be most useful to regard the expansion of third language broadcasting as part of a more general trend towards specialized programming of all types."

and

"Third language broadcasting is, and will probably continue to be, a type of programming which is designed for particular minority audiences, intimately linked to those specialized audiences by complex webs of personal interaction, rooted in geographic localities, and characterized by relatively informal production processes. It is therefore, probably much more a herald of the future than an echo of the past."

